

# **Hawaii Agriculture Outreach Plan Program Year 2014**

## **Notice of Solicitation for Comments, Suggestions, and Feedback**

The enclosed document contains the Hawaii Department of Labor and Industrial Relations Workforce Development Division's Agriculture Outreach Plan for Program Year 2014: July 1, 2014 to June 30, 2015.

In accordance with federal regulations contained in 20 CFR 653, subpart B and guidance promulgated in the U.S. Department of Labor, Employment and Training Administration, Training and Employment Guidance Letter No. 13-13 (TEGL 13-13) dated February 25, 2014; subject: Instructions and Planning Guidance for the Agricultural Outreach Plan for Program Year 2014, the plan requires an annual review and updating as needed.

TEGL 13-13 requires that the Plan be posted and its information available to the public, government and private entities; with a focus on entities that serve the Migrant Seasonal Farmworker population and agriculture community.

Comments, feedback and suggestions are encouraged and should be transmitted to the Department of Labor and Industrial Relations Workforce Development Division's State Monitor Advocate (SMA) for the Migrant Seasonal Farmworker Program.

The SMA's contact information is:

Mark N. Olds III  
State Monitor Advocate  
[Mark.N.Olds@hawaii.gov](mailto:Mark.N.Olds@hawaii.gov)  
(808) 586-8819

Feedback to the SMA should include the name of the individual and organization providing feedback and an email or phone number for the SMA to respond to any comments and suggestions.

The Plan will be posted for at least 30 days (June 19, 2014 to July 18, 2014) on the Department of Labor and Industrial Relations Workforce Development Council website - <http://labor.hawaii.gov/wdc/reports/>.

Enclosure:

Hawaii Agriculture Outreach Plan PY 14

# STATE OF HAWAII AGRICULTURE OUTREACH PLAN

July 1, 2014 through June 30, 2015  
Program Year 2014



A proud partner of the AmericanJobCenter network

STATE OF HAWAII  
Department of Labor & Industrial Relations  
Workforce Development Division  
830 Punchbowl St., Honolulu, HI 96813  
Tel (808) 586-8877  
<http://labor.hawaii.gov/wdd/>

July 1, 2014

## **Introduction**

This Agricultural Outreach Plan (AOP) was developed and implemented in accordance with instructions detailed in the U.S. Department of Labor, Employment and Training Administration, Training and Employment Guidance Letter No. 13-13 (TEGL 13-13) dated February 25, 2014; subject: Instructions and Planning Guidance for the Agricultural Outreach Plan (AOP) for Program Year 2014 (PY 14). The paragraph headings, A. through F. follow the prescribed guidance in TEGL 13-13.

This AOP communicates the State of Hawaii’s plan of action to meet federal regulations set forth at 20 CFR 653 (Services of the Employment Service System), Subpart B (Services for Migrant and Seasonal Farmworkers (MSFWs) as it concerns delivering the relevant services to both the migrant and seasonal farm worker population and agricultural employer community.

Hawaii continuously strives to provide equitable services through its American Job Center (AJC) network of workforce providers – offering the full range of employment, training, and educational services qualitatively equivalent and quantitatively proportionate to services provided to non-MSFWs (per 20 CFR 653).

Multiple sources, e.g. the U.S. Department of Agriculture’s Economic Research Service, U.S. DOL ETA 9002 Report, State Migrant Indicators of Compliance Report, etc. were culled for relevant data and the pertinent information was included in this AOP. A list of sources is available upon request.

Feedback to this plan is encouraged and should be communicated to the State Monitor Advocate, Mark Olds, Program Specialist at email: [Mark.N.Olds@hawaii.gov](mailto:Mark.N.Olds@hawaii.gov) or 808-586-8819.

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**A. Assessment of Need**

**A review of the previous year’s agricultural and MSFW activities in the state.**

According to the 2012 Census of Agriculture there were 7,000 farms with an estimated 12,492 farm workers employed in Hawaii.

**Hawaii 2012 and 2007 Agriculture Census Comparison**

	<b>2007</b>	<b>2012</b>
Farms (number)	7,521	7,000
Land in farms (acres)	1,121,329	1,129,317
Average size of farm (acres)	149	161
Total cropland (farms)	6,281	5,551
Cropland * (acres)	177,626	174,042
Harvested cropland (farms)	6,044	5,293
Harvested cropland (acres)	103,120	99,031
Approximate total land area (acres)	4,110,586	4,110,412
Land in farms (acres)	1,121,329	1,129,317
Farmland in total land area %	27.3	27.5
Cropland in farmland %	15.8	15.4

**2012 Hired Farm Labor (Agriculture Census)**

Hired Farm Labor (workers)	12,492
Hired Farm Labor (farms)	1,977
Workers by days worked:	
150 days or more	6,698
Less than 150 days	5,794
Migrant farm labor on farms with hired labor (farms)	63
Migrant farm labor on farms only contract labor (farms)	<u>51</u>
	114 farms with hired migrant labor

\* cropland - land that is suitable or used for growing crop.

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PY 2014**

Calculating the estimated MSFWs:

114 farms with hired migrant labor (63 + 51) / 1,977 farms with hired labor = 5.7% of farms have hired migrant workers.

12,492 hired farm labor x 5.7% equals 712 migrant workers (estimate)

Based on the foregoing formula there is an estimated 712 MSFWs in Hawaii. This is a slight decrease from the previous year's estimate of 800.

When conducting outreach, staff continuously strives to gain accurate counts of the MSFW population in their service delivery areas. It should be noted that not all migrant and seasonal farmworkers request or require staff-assisted services. If they opt to seek AJC services many will navigate the network without assistance.

**Agricultural Activities of Significant Interest**

<b>Top 5 agriculture commodities, 2012</b>	<b>Farm receipts 1,000 dollars</b>	<b>Farm receipts percent of state</b>	<b>Farm receipts percent of U.S.</b>
1. Cane for Sugar	79,335	10.9	5.3
2. Greenhouse/nursery	69,098	9.5	.4
3. Cattle and calves	55,689	7.6	.1
4. Macadamia nuts	35,200	4.8	100
5. Coffee	34,560	4.7	100
All commodities	729,321		.2

<b>Top 5 agriculture exports, estimates, 2012</b>	<b>Exports rank among states</b>	<b>Exports million dollars</b>
1. Planting seeds	4	217.8
2. Other products *	32	207.6
3. Sugar and products	9	41.0
4. Tree nuts	6	31.0
5. Fruits, fresh	17	18.0
Total exports	37	560.4

\* Animal and poultry products, other grains and oilseeds, wine, beer, other beverages, coffee, chocolate, other horticulture products and prepared foods.

<b>Top 5 counties in agricultural sales, 2007</b>	<b>Total receipts percent of state</b>	<b>Total receipt 1,000 dollars</b>
1. Hawaii County	39.4	202,572
2. Maui County	27.1	139,326
3. Honolulu Country	24.6	126,577
4. Kauai County	8.8	45,151
State total		513,626

**The projected level of agricultural activity in the state for the coming year and the projected number of MSFWs in the state for the coming year (takes into account data supplied by WIA Section 167 NFJP grantee, other MSFW organizations, employer organizations and federal and/or state agency data sources, such as the USDA and ETA).**

Hawaii’s agriculture economy should not significantly deviate from its current course in the upcoming Program Year (July 1, 2014 to June 30, 2015) especially with regards to the MSFW population. There are no impending closures of major agriculture businesses, or any known crop production curtailments or legislation adversely impacting the industry’s growth potential.

The most visible, media-sensitive issue on the agriculture front is public debate on whether to enact legislation mandating the labeling of GMO food items (GMO-genetically modified organisms (food)) of which many are agricultural products. The jury is out on what impact such legislation will have on the agriculture industry, the economy and the MSFW workforce.

**B. Outreach Activities**

	<b>Kauai County</b>	<b>Honolulu County</b>	<b>Maui County</b>	<b>Hawaii County</b>	<b>State Monitor Advocate</b>	<b>Total</b>
<b>Number of MSFW’s to be contacted by Wagner-Peyser</b>	<b>15</b>	<b>25</b>	<b>35</b>	<b>67</b>	<b>0</b>	<b>142</b>
<b>Number of MSFW’s to be contacted by partners</b>	<b>TBD</b>	<b>TBD</b>	<b>TBD</b>	<b>TBD</b>	<b>0</b>	<b>TBD</b>
<b>Estimated number of MSFW's</b>	<b>TBD</b>	<b>TBD</b>	<b>TBD</b>	<b>TBD</b>	<b>0</b>	<b>712</b>
<b>Number of Staff FTE</b>	<b>.18</b>	<b>.23</b>	<b>.23</b>	<b>.3</b>	<b>.06</b>	<b>1</b>

TBD – to be determined (thru HireNet Hawaii data collection, outreach, surveys, etc.)

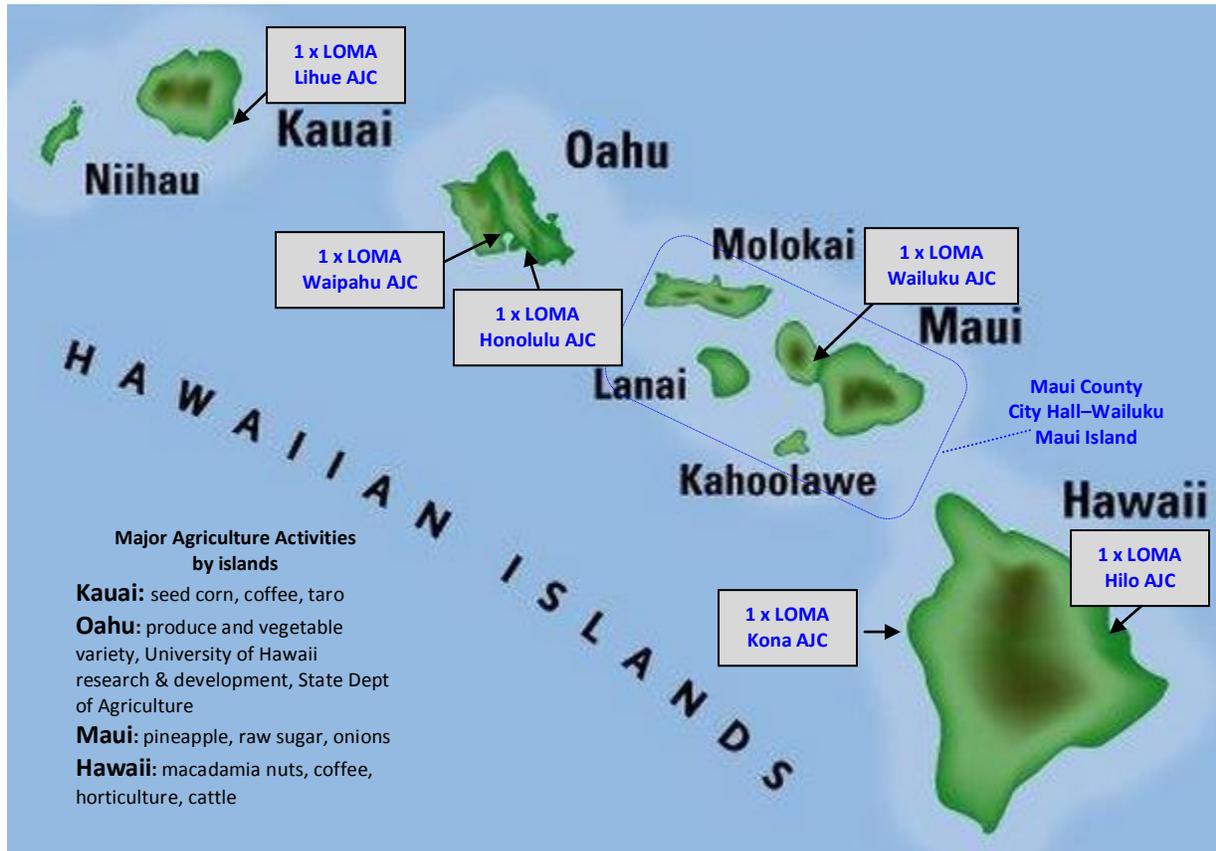
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The Department of Labor and Industrial Relations (DLIR) Workforce Development Division (WDD) manages the MSFW program and partners with the WIA section 167, National Farmworker Jobs Program (NFJP) grantee, Maui Economic Opportunity, Inc. (MEO) to offer services statewide. There are six (6) Local Office Monitor Advocates (LOMAs) in AJCs supporting comprehensive employment services. LOMAs are the WDD outreach specialists for migrant farmworkers and agricultural employers. In partnership with MSFW service providers statewide LOMAs offer workers and employers a comprehensive menu of state and federally funded services coordinated by the AJCs and partner agencies.

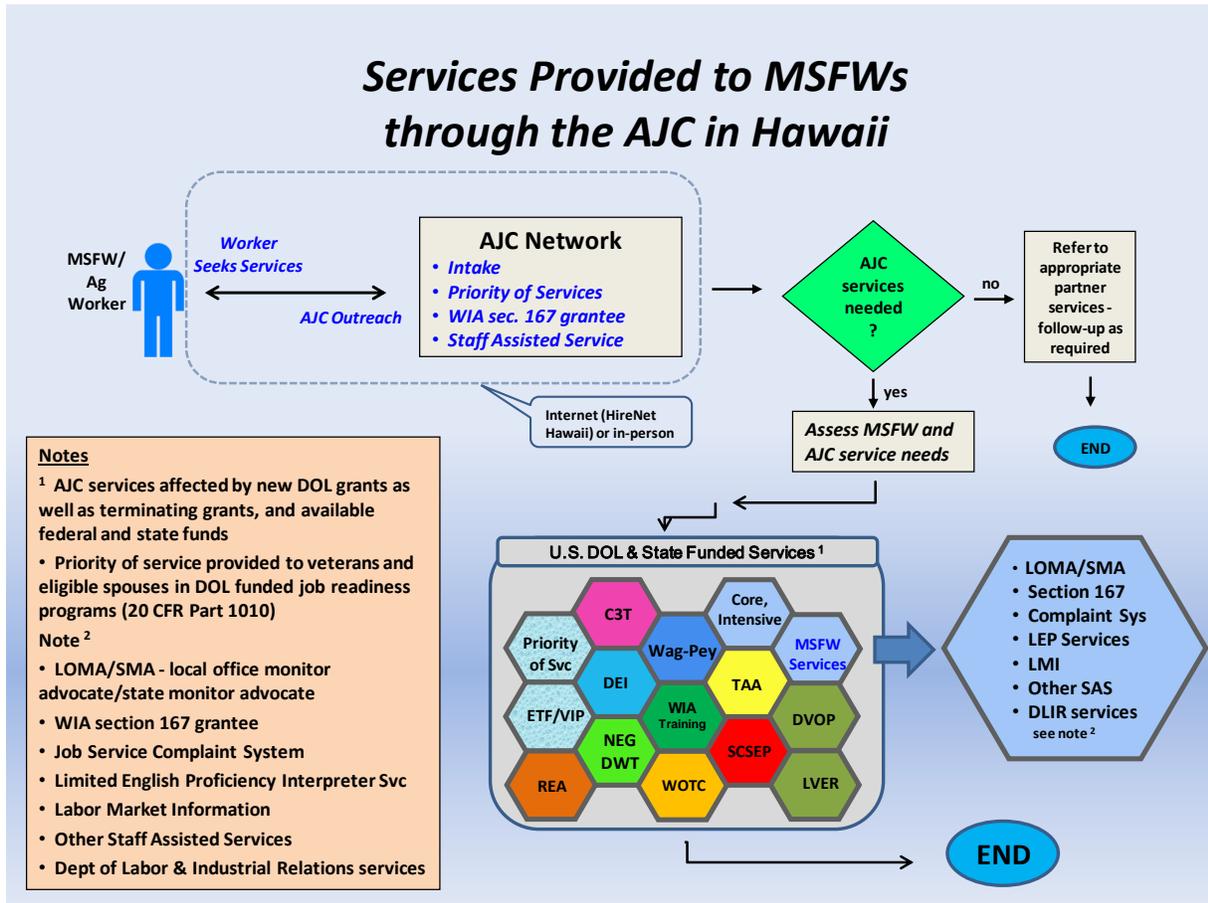
An existing cooperative agreement with MEO provides WDD a key partner in outreach efforts to the MSFW community. MEO provides employment and training services statewide targeting low-income farm workers and their families. WDD's continued ties with the Hawaii Department of Agriculture and the Hawaii Farm Bureau Federation will help maintain an integral link to the agricultural community.

The LOMA staffing level in PY 14 will remain the same as it is currently. The commitment of LOMA services and the State Monitor Advocate is equivalent to one full-time equivalent (FTE) position for the program year. The state goal for LOMA outreach to MSFWs is 20% (142) of the estimated statewide MSFW population.

### LOMA Staffing and AJC Locations in PY 14



### C. Services Provided to MSFWs through the AJC Network



There are six LOMAs assigned to six AJCs statewide. The LOMA is responsible for coordinating employer services and farmworker outreach activities within his or her respective service delivery area in conjunction with farmworker service providers, as needed. A program specialist at the WDD Central Office is the State Monitor Advocate (SMA). The SMA provides technical assistance to LOMA staff ensuring they have the tools needed to properly implement outreach service strategies at the local level. LOMA and SMA duties are part-time.

LOMAs economize their limited resources and focus their outreach effort at critical junctures in the crop production and harvesting seasons when workers experience layoff or reduced work hours. Priority of resources is rapidly committed to farmworkers and their employers during these vulnerable periods to preempt gaps in worker transition and to ensure a rapid segue to unemployment, employment, and partner services.

Information presentations on AJC and partner services are available to all farmworkers and are customized to the needs of the individual or small group. AJC program brochures, large group briefings, and web-based tools are incorporated as required. As resources permit LOMAs

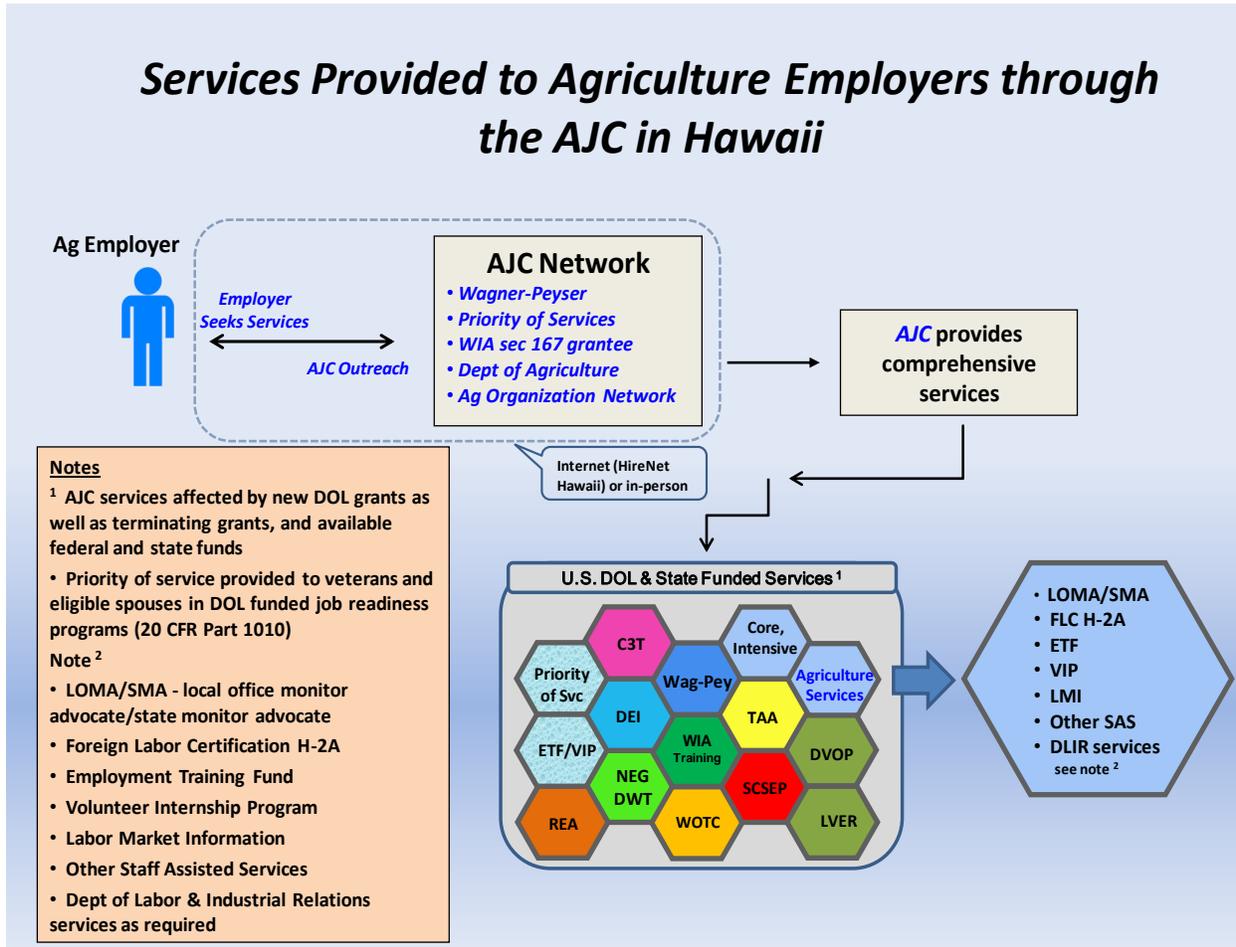
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will register workers at the job site. Per guidance at attachment B, TEGL No. 13-13 and 20 CFR 653, Hawaii is not a significant MSFW state.

Electronic service delivery is permissible, encouraged, and carried out via the internet based labor exchange system, [www.HireNetHawaii.com](http://www.HireNetHawaii.com).

Access to bilingual staff or telephonic interpreting services is available at AJCs across the state. When identified by staff migrant/seasonal workers receive appropriate interpreter services, as needed.

### D. Services Provided to Agricultural Employers through the AJC Network



Collaborating with Hawaii’s active agriculture service providers, e.g. State Department of Agriculture, WDD delivers services to agricultural employers via outreach, HireNet Hawaii, and the AJC network. Self-service employer directed labor exchange services are available 24 hours a day at no cost at HireNet Hawaii ([www.hirenethawaii.com](http://www.hirenethawaii.com)). Outreach specialists deliver customized information products according to the needs of the employers as well as to the migrant/seasonal workers. Key services include orienting employers to the H-2A Foreign Labor Certification of temporary and seasonal agriculture workers program, referral of U.S. citizens to job openings, and timely agriculture labor market information.

Agriculture employers receive the integrated, array of services available through the American Job Center network customized to each employer’s interests. Employment program services include a range of U.S. Department of Labor and State of Hawaii funded employment services.

## **E. Data Analysis**

### **Previous year's history (based on Program Year 2011 data)**

- (1) Number of agricultural job orders and openings received:  
223 openings received.
- (2) Number of agricultural job orders filled:  
Data is not available.
- (3) Percent to be filled:  
Data is not available
- (4) Number of interstate clearance orders received:  
0
- (5) Number of interstate clearance orders initiated:  
8

### **Plan for upcoming year (based on estimated data)**

- (1) Number of agricultural job orders/openings expected to be received:  
250 openings
- (2) Number of agricultural job orders projected to be filled:  
Optimal projection is 50.
- (3) Percent to be filled:  
Optimal projection is 100%.
- (4) Estimated number of interstate clearance orders the state will receive:  
1
- (5) Estimated number of interstate clearance orders the state will initiate:  
6

## F. Other Plan Requirements

1. **The State Monitor Advocate's Review of the Plan.** The State Monitor Advocate was afforded the opportunity to review and comment on the PY 14 AOP. The SMA was involved in development of the plan and approves the plan as drafted.
2. **Review and Public Comment.** Electronic copies of this plan have been provided to interested parties to review and comment on the PY 14 AOP.

The Hawaii WIA 167 National Farmworker Jobs Program grantee, Maui Economic Opportunity, was provided a copy of the PY 14 AOP for review and comment. Consultation between the SMA and the Hawaii NFJP grantee representative resulted in feedback incorporated into the AOP.

The PY 14 AOP has been posted on the Hawaii Department of Labor and Industrial Relations web site for public review and comments. As of the submission date of this AOP to the Department of Labor National Monitor Advocate there were no comments received by the SMA.

The final draft of the plan and a request for comments were sent to the following agencies:

WIA Section 167 Grantee  
Maui Economic Opportunity Inc.  
99 Mahalani Street  
Wailuku, HI 96793  
(808) 243-4365

USDA NASS PRO Hawaii Field Office  
1428 South King Street  
Honolulu, Hawaii 96814  
(808)-973-9588